

New Order

Agency: Crossroads Media LLC
Office: Alexandria
Client: 12 - CrossroadsGPS
Product: 11 - Crossroads GPS
Piggyback Product:
Estimate: 595 - GPS VA FLIGHT B TV 30S
 5.30-6.5.12

Station: WJLA-TV
Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 5/17/2012 5:40:12 PM

Flight Start: 05/30/2012
Flight End: 06/05/2012
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 33.00

Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 2135039
Status: New

Airtime Dollars: \$23,150.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$23,150.00
Total Spots: 12

CPP: \$701.52
Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						5/30	5/31	6/1	6/2	6/3	6/4	6/5	Spots	Rtg	CPP
1	WThFMTu 12:30P-1P MILLIONAIRE LPMay/2011LP (pav)	DT	\$750.00	C	30	0	1	0	0	0	0	0	1	1.60	\$468.75
2	WThFMTu 6P-6:30P ABC7 NWS AT 6 LPMay/2011LP (pav)	EN	\$1,600.00	C	30	0	1	0	0	0	1	0	2	2.90	\$551.72
3	WThFMTu 7P-7:30P WHEEL-FORTNE LPMay/2011LP (pav)	PA	\$3,000.00	C	30	1	0	1	0	0	0	1	3	4.10	\$731.71
4	WThFMTu 11P-11:35P ABC7 NWS AT 11 LPMay/2011LP (pav)	LN	\$2,500.00	C	30	0	1	0	0	0	1	0	2	2.70	\$925.93
5	WThFMTu 11:35P-12:05A ABC-NITELINE LPMay/2011LP (pav)	LF	\$1,200.00	C	30	1	0	1	0	0	0	1	3	1.80	\$666.67
6	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.00	C	30	0	0	0	0	1	0	0	1	2.50	\$640.00

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													Spots	Rtg	CPP
LPMay/2011LP (pav)															
Total Spots:						2	3	2	0	1	2	2	12		
Total GRP/GIMP(000):						5.9	7.2	5.9	0.0	2.5	5.6	5.9	33.0		
Cash\$ - Spots: \$23,150.00 - 12 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$23,150.00 Total CPP/CMP: \$701.52															